

EXHIBIT B

CLUB BENSON & HEDGES APPROXIMATE PROGRAM BUDGET

National Talent	
90 club nights @ \$8,250 per night	\$742,500
Host Talent	
90 club nights @ \$500 per night	\$45,000
Local Market Coordinators	
\$6,000 per market x 6 markets	\$36,000
Local Coordinator Expenses	
\$2,000 per market x 6 markets	\$12,000
Local Market Assistants	
\$2,500 \$25,000 per market x 6 markets	\$15,000
Coordinating Producers	
2 full time producers at \$40,000	\$80,000
1 full time program assistant	\$25,000
Out of pocket itemized program expenses	
Not to exceed \$2,5000 per month	\$30,000
Fees to Clubs	
\$750 per club night x 90 club nights	\$67,500
In-Club Raffle Prizes	\$40,000
Travel Expenses for National Staff	
2 persons traveling to supervise club nights from June to November, 1996, plus 15 pre-market visits	\$60,000
Per Diems for national staff @ \$50 per day	\$15,000
Miscellaneous Travel for Executive Producers	
Pre Market and Event visits	\$15,000
Insurance	
20¢ per head x 800 capacity club x 90 events	\$14,400

Verde - 5

Premiums

B-1

GL = 13,100
Umbrella = 8,000

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Should be 19,10
per Patty
Assuming 172,000 per

Program Management Fee

\$27,500 per month x 12 months commencing
January, 1996

\$330,000

Includes John Schreiber/George Wein as
Executive Producers, four regional
Senior Producers. Marie St. Louis as
Talent Buyer, all event management,
contracting, talent-buying and venue
negotiating services; additional
JSG program personnel and research
staff as necessary plus pro-ration of general
office overhead

This budget does not include Advertising,
Signage or Program Merchandise

TOTAL PROGRAM EXPENSE

\$1,527,400

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